

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (Currently Amended): A ferrite magnet powder represented by the composition formula $AFe^{2+}_a(1-x)M_{2x}Fe^{3+}_bO_{27}$, wherein A represents at least one element selected from the group consisting of Sr, Ba, and Pb; and M represents at least one element selected from the group consisting of Zn, Co, Mn, and Ni,

characterized in that $0.14 \leq x \leq 0.70$,

$1.5 \leq a \leq 2.2$, and

$12 \leq b \leq 17$.

2. (Original): The ferrite magnet powder according to claim 1, characterized in that a crystal phase identified by X-ray diffraction comprises a W phase as a main phase.

3. (Currently Amended): The ferrite magnet powder according to claim 1, characterized in that $0.3 \leq x \leq 0.70$ in said composition formula.

4. (Original): The ferrite magnet powder according to claim 1, characterized in that $1.7 \leq a \leq 2.2$ in said composition formula.

5. (Original): The ferrite magnet powder according to claim 1, characterized in that $14 \leq b \leq 17$ in said composition formula.

6. (Original): The ferrite magnet powder according to claim 1, characterized in that said M is Zn.

7. (Original): The ferrite magnet powder according to claim 1, characterized in that said ferrite magnet powder has a saturation magnetization of 5.0 kG or more.

8. (Original): The ferrite magnet powder according to claim 1, characterized in that said ferrite magnet powder has a saturation magnetization of 5.1 kG or more.

9. (Currently Amended): A sintered magnet represented by the composition formula $AFe_{a(1-x)}^{2+}M_{ax}Fe_{bO_{27}}^{3+}$, wherein A represents at least one element selected from the group consisting of Sr, Ba, and Pb; and M represents at least one element selected from the group consisting of Zn, Co, Mn, and Ni,

characterized in that $0.14 \leq x \leq 0.70$,

$1.5 \leq a \leq 2.2$, and

$12 \leq b \leq 17$.

10. (Cancelled)

11. (Currently Amended): The sintered magnet according to claim 9 ~~or 10~~, characterized in that said sintered magnet has a saturation magnetization of 5.1 kG or more.

12. (Currently Amended): The sintered magnet according to claim 9 ~~or 10~~, characterized in that said sintered magnet has a saturation magnetization of 5.0 kG or more and a squareness of 80% or more.

13. (Currently Amended): The sintered magnet according to claim 9 ~~or 10~~, characterized in that said sintered magnet has a saturation magnetization of 5.0 kG or more and a residual magnetic flux density of 4.2 kG or more.

14. (Currently Amended): The sintered magnet according to claim 9 ~~or 10~~, characterized in that said element M is Zn.

15. (Currently Amended): The sintered magnet according to claim 9 or 40, characterized in that said element A is Sr.

16. (Currently Amended): The sintered magnet according to claim 9 or 40, characterized in that said element A is Sr and Ba.

17. (Currently Amended): A bonded magnet comprising:

a ferrite magnet powder represented by the composition formula $AFe^{2+}_{a(1-x)}M_{bx}Fe^{3+}_bO_{27}$, wherein A represents at least one element selected from the group consisting of Sr, Ba, and Pb; and M represents at least one element selected from the group consisting of Zn, Co, Mn, and Ni, and wherein $0.14 \leq x \leq 0.80$ and $1.5 \leq a \leq 2.2$, and $12 \leq b \leq 17$; and

a resin phase that disperses and retains said ferrite magnet powder.

18. (Currently Amended): A magnetic recording medium comprising a substrate and a magnetic layer formed on said substrate,

characterized in that said magnetic layer has a ferrite structure represented by the composition formula $AFe^{2+}_{a(1-x)}M_{bx}Fe^{3+}_bO_{27}$, wherein A represents at least one element selected from the group consisting of Sr, Ba, and Pb; and M represents at least one element selected from the group consisting of Zn, Co, Mn, and Ni, and

wherein $0.14 \leq x \leq 0.80$ and $1.5 \leq a \leq 2.2$, and $12 \leq b \leq 17$.

19. (Original): The magnetic recording medium according to claim 18, characterized in that said magnetic layer has a saturation magnetization of 5.2 kG or more.

20. (Original): The magnetic recording medium according to claim 18, characterized in that said M is Zn and said magnetic layer has a saturation magnetization of 5.2 kG or more and a residual magnetic flux density of 4.5 kG or more.